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# THE BEACH NEWS

Circulating in  
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ADVERTISING  
PAYS

Promoting the Progress of the Beach and Bay Sections of San Diego and the Entire Point Loma Peninsula  
Comprising Ocean Beach, Pacific Beach, Mission Beach, Chatsworth, Catalina, Glenartney, Loma Portal, and Point Loma Heights

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VOL. 1—NO. 43

KIRK SMITH, Editor-Owner

Ocean Beach, California, Friday, Sept. 14, 1923

PHONE POINT LOMA 17

FIVE CENTS THE COPY

## TERRIBLE SEA TRAGEDY

SEVEN NAVAL DESTROYERS  
MEET WITH DIRE DISASTER  
ON WAY TO HOME PORT

All Ocean Beach was sadly shocked upon receipt of the news last Saturday night of the crashing on the jagged rocks off Point Hondo, 270 miles north of San Diego, of seven naval destroyers comprising a part of the "fleet" on their homeward way here after an absence of several months in northern waters. Twenty-three men are reported lost.

The splendid ships went to their doom without a moment's warning, amid a heavy fog in the dead of night. The destroyers Fuller, Chauncey, Woodbury, S. P. Lee, Nicholas, Young, and Delphy were wrecked on the rocky coast within a few minutes of one another, while traveling in prescribed formation as a part of the homeward bound flotilla in command of Capt. Edward Watson, of the Delphy, the leader and the first ship to strike on the rocks.

More than 500 men were rescued from the wrecked destroyers which are pounding to pieces along the shore line at intervals of a few hundred feet. Graphic details of this greatest naval wreck in history are being broadcasted and the stories teem with acts of heroism displayed by the sailors.

In an exhausted and battered condition the survivors of the direful disaster reached San Diego by land and sea late Sunday night and during the following day. The wrecked destroyers belonged to the 31st and 33rd divisions of the 11th squadron and many of the officers and men have families residing here.

### OCEAN BEACH MAN MISSING

Among the men missing in the disaster is C. A. Reddoch, who resided with his wife, Emaline E. Reddoch at 4783 Newport avenue. He was a radio operator and was last seen standing waist deep in the surging waters on the deck of a disabled destroyer.

His wife and mother-in-law, Mrs. Wilcox, are heartbroken over his tragic fate, and have the sympathy of the entire community.

Newstand, next to Postoffice

### MAKE-UP AND ITINERARY

#### THE SOUTHERN MINSTRELS

An excellent entertainment was afforded recently at the Ocean Theater upon the special appearance of the Southern Minstrels as an added attraction of decided merit. They have just started an extensive tour of Southern California and the Stutz houses and are under the management of W. S. Barwick, Jr. The personnel of the Southern Minstrels comprises John A. DeWesse (stage manager) who is well known to San Diego theatergoers, having recently closed at the Broadway Strand theater to go with Holbrook Blinn in the "Bad Man" at Los Angeles Majestic and from there with Alfred Cross at the Spreckels, San Diego; Ralph Emery, for many years was in stock in Omaha and through the middle west, but more lately of the Broadway Strand, San Diego. Joe Adams, of the "Navy Harmony Hounds" who won the Pacific Coast title for the best quartette; Carl Strole, also traveled with the Navy Harmony Hounds as musical director; Fred Short, traveled the road for two seasons and then went to the old Strand theatre with Virginia Brissac and later was a member of the Broadway Strand company; Frank Adair, often called the man who makes the harmonica talk, is well known to show goers throughout this section; Collins Macrae, of the Broadway Strand, is well known for his quartette and harmony work and has won popularity for his splendid solo work. Manager Barwick resides in San Diego and is also an active member of the troupe besides attending to the managerial duties.

## Beach Baseball

CRACK NAVY TEAM  
TO BATLIE O. B. BOYS  
SATURDAY AFTERNOON

A rattling good game last Sunday with the Muehleisen team of San Diego was won by a score of 7 to 4 in favor of the Ocean Beach club. Eaton and Cole formed the battery for the visitors, while Stewart, Ketchams and Owens acted in like capacity for the home team.

At 2:30 o'clock next Sunday afternoon the O. B. club, under the clever management of L. A. Shaffer, will cross bats with the crack team of the 34th Destroyer Division. The navy fellows and the local boys are all on a keen edge for the game and a fine afternoon's sport may be confidently expected on the local diamond.

LOST—At Ocean Beach Saturday, small brown velvet bag containing brass-mounted photographic CAMERA LENS. Reward if returned to The Beach News, 4829 Saratoga avenue (phone Pt. Loma 17) or 1729 I street, upstairs, rear, San Diego. Am a working man and need it.

### BETTER SERVICE PLANS

#### PROPOSED BY ELECTRIC STREET RAILWAY COMPANY

A hearing before W. J. Sandford of the state railway commission, as examiner, concerning the proposals of the San Diego Electric railway to abandon certain of its lines, was held in the United States district court room last Wednesday.

The company was represented by Claus Spreckels, vice president and general manager; E. J. Burns, assistant; Reed G. Dilworth, counsel; Engineer Anderson and others. They presented data to the examiner to show the changes the company proposes to make in its lines and those it wishes to abandon, to provide better service than those now in use.

### BILL BOOSTER SAYS

"BEING AS HOW I DONT EXPECT TO LIVE MORE THAN A COUPLE OF HUNDRED YEARS LONGER, AND CONSIDERING ALL THE THINGS I WANT TO DO, I FIGGER I AINT GOT A MINUTE TO WASTE KNOCKING GRUMPING AND WOLFING ABOUT THINGS I DONT LIKE!"



## O. B. Library

The poster exhibit of the O. B. branch library this week is "Needlecraft and Home Making," a very interesting list of books is recommended which is as follows: "Successful Family Life," Abel; "New Housekeeping," Frederick; "Home Problems," Hunt; "Efficiency in the Household," Franks; "Dressmaking Made Easy," Conover; "Easy Entertaining," Benton; "Nature Cure Cook Book," Landahr; "Practical Cook Book," Shortbridge; "Sweaters for Sport Wear," "Needlecraft"; "Crochet, Tating and Knitting Books," "Embroidery Stitches," Wilkinson. "Basketmaking," Collier.

MARGARET RANKIN,  
Librarian.

## EARTHQUAKE SUFFERERS

JAPANESE RELIEF FUND  
CONTRIBUTIONS SOUGHT BY  
THE AMERICAN RED CROSS

In addition to the relief fund contributions being secured at Ocean Beach by Manager William E. Benbough for the Japanese earthquake sufferers, the following letter is self-explanatory:

SAN DIEGO CHAPTER  
THE AMERICAN RED CROSS  
San Diego, Calif., Sept. 8, 1923.

Mr. Kirk Smith,  
Editor The Beach News,  
Ocean Beach, Calif.

My dear Mr. Smith:  
I am enclosing herewith some blanks for obtaining contributions for Japanese relief. We are asking each donor to write his name and the amount given. These blanks, together with the money collected, should be turned into the office of San Diego chapter, American Red Cross at 527 Spreckels building.

We will greatly appreciate the help that you may give us in this and we feel sure that Ocean Beach will turn in a large sum.

Very truly yours,  
(MISS) CORA M. JOHNSON,  
Executive Secretary.

### THE NEWPORT SHOPPE

Just Received—New shipment of ladies' night gowns and men's night-shirts—OUTING FLANNEL—very reasonably priced.

### PART-TIME SCHOOL

#### OPENS WITH BROADER PROGRAM FOR STUDENTS

The part-time public school opened for regular classwork last Wednesday with very satisfactory attendance. The program offered this year is much broader than heretofore.

The part-time school is for any 17-year-old students who are regularly employed all day.

This is one of the public schools, and is located at 227 E street, Pythian building, San Diego.

It is open daily from 8 to 5, including the noon hour and telephone number is 635-16. For further information call the part time school, and confer with Miss Grace Sullivan, director.

### APATHY AFFECTS

#### ATTENDANCE TO APPEAL FOR C. OF C. RALLY

In his great lexicon for folks of all ages, Webster states that Apathy means "an indifference to what ordinarily stirs the feelings or activities."

And that about sizes up the local C. of C. situation to the last dotting of an I and the crossing of a T. Despite a deal of printed publicity and the mailing of a special appeal by Secretary Harrison to over 200 citizens, less than a score responded to the urgency of the hour, most of the officers and the old guard being regularly present.

Following the transaction of regular routine business, open suggestions were sought for the betterment of Beach conditions and an instructively interesting talk was well made by Mr. Henry J. Webber, a prominent and progressive citizen of Monrovia, Calif., who is enjoying his vacation here.

### STRONG PROTEST FILED

#### CONCERNING LACK OF COMFORT STATIONS

A special protest against the lack of adequate comfort stations at Ocean Beach was filed with the city council last Wednesday by the Federated Trades and Labor council, through its secretary, E. H. Dowell. The federation asserts that the insufficient accommodations were manifested on Labor day, when the labor unions held their big celebration at the beach.

## LUNA VEILS OLD SOL'S FACE

TOTAL ECLIPSE OF SUN  
VIEWED BY THOUSANDS OF  
VISITORS AND CITIZENS

Point Loma peninsula and the beaches of San Diego formed the mecca of thousands last Monday as the most suitable observation points from which to view the total eclipse of the sun.

Right to the thousandth part of a second, the scheduled eclipse took place between noon and one o'clock, while myriads of eyes gazed skyward in a mixture of awe and admiration. At the time of total eclipse, the darkness of eventide prevailed and all was hush and quiet as midnight. Traveling at a rapid rate, the moon slid across the face of the sun, gradually obscuring the light, until the orb of day resembled a plate with only the gold rim showing. The corona was perfect in shape, but its brilliancy was marred by a heavy veil of shifting clouds that prevailed all day.

For the purpose of securing astronomical data and obtaining photographs, much time and a great deal of funds had been expended, but the prevailing cloudy atmosphere caused disappointment to the scientists. Aviators ascending to great heights were also foiled somewhat by the heavy haze, yet the wonders of the solar eclipse will live in the memory of all witnesses.

Newstand, next to Postoffice

### REGULAR SESSION OF

#### ARMY AND NAVY ACADEMY OPENS NEXT WEDNESDAY

Under the immediate supervision of Col. Thos. A. Davis, with a large corps of special instructors, the San Diego Army and Navy Academy at Pacific Beach, will open its regular session next Wednesday, Sept. 19, with an exceptionally splendid enrollment.

Interested parents should phone Pacific Beach 172 for information regarding the upper school, which has been continuously rated "Division A" by University of California, and the first military school on the coast to become accredited by West Point and lower school, just established for very young boys from first to fifth grades, inclusive.

### GOLDEN JUBILEE OF THE ORDER OF EASTERN STAR

SAN FRANCISCO, Sept. 13.—The 50th annual State Convention of the Order of the Eastern Star, to be held here October 16 to 19 will be made the theme of a special celebration for the jubilee birthday of the state organization. The 27 chapters of the order in this city are laying elaborate plans for the entertainment and welfare of the 10,000 delegates and visitors who are expected here from all sections of the state. Mrs. D. E. F. Easton, Junior Past Grand Matron of the order is general chairman of the committee on arrangements.

When the central committee was organized to arrange for the convention every chapter of the order agreed that its members would grow flowers that would bloom in October. This has been done and by the date of the convention actually hundreds of thousands of flowers will be distributed to the delegates and guests with the compliments of the San Francisco chapters.

Guests will not lack for entertainment. A varied program is being arranged and a special committee is planning automobile tours, trips round San Francisco bay on steamers and a grand ball.

It is expected that a large delegation will be in attendance from Southern California. Ocean Beach will be well represented. Among others, "Our Katherine" is arranging to enjoy the jubilee.

"Readers" Reap Rich Rewards.

## Get Acquainted!

DRUGGIST F. H. KRAFT  
ADOPTS MODERN METHODS  
AT OCEAN BEACH STORE

Service that really and truly serves, combined with quality and accuracy, will form the policy to be followed by Druggist F. H. Kraft, in conducting the Ocean Beach Pharmacy which opens tomorrow, Saturday, September 15, under his immediate proprietorship.

"Let me be your family druggist," is the striking slogan adopted by Mr. Kraft in his announcement for making the acquaintanceship of the residents of the beach and bay districts. Just tell him your wants and every effort will be made to give you satisfactory service, an open invitation being extended to all.

An innovation that spells service with a capital S will be instituted by Mr. Kraft for his patrons throughout the entire beach and peninsular districts.

Upon request, prescriptions and all purchases will be delivered free in Ocean Beach, while any prescription as well as merchandise orders for two dollars or more will be accorded free delivery service anywhere in Mission Beach, Pacific Beach, Loma Portal, Chatsworth, Roseville, La Playa and Point Loma Heights.

Get the habit and phone Point Loma 70-J or call and get acquainted at the modernized pharmacy, corner of Bacon street and Newport avenue. Besides a complete assortment of pure drugs, the Ocean Beach Pharmacy will carry a full new line of rubber goods, sick room and nursery supplies, toilet articles and so forth.

Mr. Kraft comes to Ocean Beach with the highest of commendations for his thorough pharmaceutical knowledge and being an ambitious progressive young man, of a very pleasing personality, with sterling qualities, he and his most estimable help mate are assured of a sincerely hearty welcome in the community. They have the best wishes of The Beach News staff for unbounded success.



PAULINE GARON and MILTON SILLS  
in Cecil B. DeMille's Paramount Picture  
"Adam's Rib"

## Ocean Theatre

It is especially worthy of note that whenever a reel fails to arrive on time at the Ocean theater, Manager Ray Ericsson can be relied upon to furnish a splendid substitute film, often of a finer calibre than the picture originally booked. Movie patrons are recognizing this truism and crowded houses are the rule. The current bookings as listed in the regular display advertisement, are way above par, with "Adam's Rib," as the mid-week feature.

### REMOVAL OF ROCKWOOD HOME

Announcement has been made that more than forty inmates of the Rockwood home at Pacific Beach will be moved soon into their new quarters at the Welfare League of America, 509 Twelfth street, San Diego.

A Masquerade ball is featured for the O. B. Dance Pavilion tomorrow (Saturday) night, with special prizes for odd and attractive costumes.

## RELIGIOUS WORKERS

CHRISTIAN ENDEAVOR  
CONVENTION TO BE HELD  
TOMORROW AND SUNDAY

To many young people of this section this is interesting news for it means the coming together in good fellowship of those interested in the Christian work.

The county officers and the county president, Miss Dorothy Parker, have been working faithfully and earnestly to make this one of the best and most spiritual conventions ever held. Subjects for the speakers of the convention talks have been appropriately chosen and the convention is to be favored with the presence of several state officers.

The convention is to be held in the Riverview school building, known as the Lakeside Union grammar school and is on the main highway. Signs will be posted as guides. The best transportation is by auto.

There is to be special music including several solos. An added attraction and something new for the county convention is a poster exhibit which will be enjoyed by all.

The banquet or "Fellowship Feed" as it is known this year, will be held in First Presbyterian church, San Diego this Friday, Sept. 14.

At 9 o'clock tomorrow (Saturday) morning the convention sessions will begin at Lakeside and a business meeting will be held. A ball game will be played at noon. Presentations and conferences will take place in the afternoon. Convention sessions will be held Sunday afternoon.

If there are some who may wish to stay over night in Lakeside, camping facilities in the park will be good, with auto cots and tents provided.

A more worth while week-end could not be suggested to be spent by young people than this one at Lakeside, Sept. 15 and 16. All Endeavorers are urged to attend and a cordial welcome is extended to those interested in Christian Endeavor work.

### O. B. DRY GOODS

Saturday Special—32-in. GINGHAM at 20 cts a yd.; 27-in. at 15 cts a yd. JAP CREPE, the real thing, 25 cts a yard.

### BENEFIT OPERA FOR

#### CAMP KEARNY BOYS

Everyone is working with a will to put the benefit opera "Iolanthe" over with a bang, and to insure an overwhelming financial and artistic success. Two performances will be given on the evenings of the 19th and 20th of September, at the Spreckels theater.

Our boys in "khaki" are to receive all the proceeds, which will be turned over to the committee at Camp Kearny, to purchase radio sets and other conveniences for the bed-ridden men, in order that they, too, may "listen in" on the outside world. Besides helping to do "your bit" it will be an evening of pleasure that no one can afford to miss.

The revival of the famous old Gilbert and Sullivan comedy, which made its first appearance in London in 1882, is expected to be one of the most interesting musical events of the autumn.

The popular prices of the tickets makes it possible for everyone to come. Tickets will be on sale at music stores, business houses and on the streets and can be purchased from any member of the committee in the city or in the outer districts.

Tickets can be bought from Mrs. E. E. Ballinger, 4811 Long Branch avenue. Phone Point Loma 130-W.

### FREE SWIMMING LESSONS

H. C. Baker, superintendent of the O. B. playgrounds, announces that free swimming lessons are given for everybody, from 10:30 to 12 o'clock every Saturday morning at the foot of Cable street.

Classified Ads Get Quick Results.



## EDISON-FORD PLAN'S ATTACK ON INTEREST

Abolition of Rent No More Plausible Than Abolition of Pay on Loans, Expert Shows.

It is no more unreasonable to pay interest on a loan of money than to pay rent on a house, declares William T. Foster, Director of the Pollack Foundation for Economic Research, in exposing the fallacy of the attack on interest charges by Henry Ford and Thomas A. Edison in their commodity money scheme to do away with the present financial system. Mr. Foster's argument is reviewed in the present article which is one of a series prepared by the American Bankers Association.

"The Ford-Edison commodity money plan is regarded as a step toward the abolition of all interest charges," Mr. Foster says. "Interest," says the Dearborn Independent, "is a tax that few ancient tyrants would have dared impose. Interest in actual modern practice is a contrivance whereby all production is given a supremacy over men, material and management which it cannot sustain."

### Renting Money

"But is there really anything more terrible about paying for the use of money than about paying for the use of anything else? Suppose a farmer finds himself in need of a harvesting machine, and without enough money to buy one. In that case he can either borrow a machine of Neighbor Brown or borrow money and buy a machine. The farmer would consider it right to pay in some way for the use of the machine. Why should he expect to borrow money—which is honored in the markets in payment for the same machine—without paying for the use of the money?"

"Now let us suppose that the farmer uses the machine so successfully that he saves a thousand dollars. With that money he can buy a farm and he can let Neighbor Brown have the use of it. Neighbor Brown naturally would expect to pay rent. Instead of buying the farm, however, he could lend the thousand dollars to his neighbor in order that his neighbor might buy the farm. In that case Neighbor Brown should expect to pay for the rent of the money. All this seems clear. When the transactions are as simple as these it is plain that there is just as great propriety in charging for the use of money as in charging for the use of things that money will buy.

### Loaned Money Builds a School

"We may assume, however, that the farmer does not want to buy land and Neighbor Brown does not want to borrow money. In that case the farmer deposits his thousand dollars in a bank and the bank pays him interest for the use of his money. But the bank can pay interest only if it makes profitable use of his money. Now the bank finds that the city needs a high-school building, and has decided to borrow enough money to construct it. In order to obtain the money the city has issued bonds, each of which is a promise to pay one thousand dollars at a specified date, and interest in the meantime at a specified rate. The bank buys one of these bonds. Thus the farmer has had a part in providing the city with a school building; and the farmer has just as much right to expect interest for the use of his money as though he had loaned the money directly or indirectly to Neighbor Brown."

## "CAPITALISTS"—AND DON'T KNOW IT

A good many people who rail against capital are beating their own backs. Some are savings bank depositors; some have shares in building and loan associations; some have bought a liberty bond; some have ordered a stock of goods for their store. All of them, without knowing it, have performed a great miracle, for they have turned the work of their hands or their brains into a new product which, while it helps them, is helping thousands of others. Every one of them is a capitalist as most of us are—unless we are tramps or paupers or ne'er-do-wells—and we may well be proud of the name. For capitalism, instead of being the devilish invention of a few selfish interests, is the great material force that has lifted millions from poverty, degradation and slavery.

Like other human institutions, capital can be abused. So, too, can eye-sight and health and education and love. Part of America's great job is to remedy and prevent such abuses. Sane people, however, do not cut off their feet to get rid of their corns. Capital is today's surplus. It is what gives us a better start tomorrow than we had today. If we don't save it, we don't have it, and when we have it, it is useless until it is put to work.

If thrift is right, then it is right that people should acquire funds as the result of their industry and self-denial. But money that is merely hoarded is like water that becomes stagnant; it is harmful, not helpful. When money is put to work, it is like water power; it turns the wheels of industry, increases employment and raises the general level of comfort.

When every producer can create a surplus and that surplus can be gathered into a common fund and put to work for the common good we shall have reached an ideal condition.—From "The Greatest Family in the World."

"Readers" Reap Rich Rewards.

## The TWAIN

by Grace E. Hall

He saw the masonry tier on tier  
That fashioned the bridge they crossed,  
She saw the mind with its vision clear,  
That never a detail lost;  
He figured the cash it had cost to build—  
The power of each massive span,  
She glimpsed the spirit that first had thrilled  
And given birth to the plan.

He viewed the cathedral and said 'twas fine,  
The labor, he guessed, was great 'twas divine,  
She was blinded by grandeur of art divine  
And worshipped beside the gate;  
He listened to music by artists rare—  
And wondered what they were paid—  
She heard God's voice in the sacred air  
Was humbled and half afraid.

The twain returned from the spaces afar  
Where marvelous sights accrue,  
He told of the gains and she of the brains,  
And both of the tales were true;  
He measured the greatness by cost in gold,  
And that was his only zest;  
Her measures were those that are never told—  
Rich gems in her memory-chest.

'Tis said that "the twain shall be one flesh,"  
That no one shall break the tie,  
That a man and his mate are thus through fate  
And the Power that rules on high;  
They call it a sin when love has ceased,  
And maybe that idea's best,  
But the West cannot go to the East, you know,  
And East cannot come to the West.

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## Ocean Beach Cleaners

R. D. CRAPO, PROP'R.

Cleaning, Dyeing, Pressing

1928 Bacon Street : Phone, Point Loma 30-J



### UNDER NEW MANAGEMENT

## The FRANCES HOTEL and APARTMENTS

2221 ABBOTT STREET, OCEAN BEACH—One block from car line, on L. A. paved boulevard. Beautiful Bay and Ocean view, bathing, fishing, boating. Three garages.

FINE COMFORTABLY FURNISHED APARTMENTS  
With Hot and Cold Water—Reasonable Rates by the day, week, month  
PHONE POINT LOMA 39 MISS A. I. WATERS, Proprietress

## ROBERT J. WALSH

Realty and Notary Public

Residence, next to Postoffice — Open Evenings  
Phone, Point Loma 289-J City Phone, 648-73  
Main Office, 524 F Street, San Diego

## INVESTMENTS

BRADSTREET rating A A-1. Shares at present, \$15.00. Not assessable. No salaries, no debts, no taxes. Certificates of stock have five years of eight per cent coupons attached, payable monthly at any bank. Has never failed for thirteen years to pay 12 per cent on par value, and often an extra dividend at the end of the year. This is no "wildcat" scheme! Better investigate it! I also have a large list of LOTS and HOUSES for sale. Also Insurance.  
See D. C. CROSBY, at 4930 Muir Avenue, Ocean Beach.

L. RAUN-LINDE S. BJARNASON Resident of OCEAN BEACH

## HOME FURNITURE CO.

1240 Fifth Street PHONE 632-18

For Economy Your Range should be a GARLAND oldest and best made

Designed to meet every demand Saves 10% on Gas Bills

### LET YOUR LINEN LIVE LONG!

IF IT'S LAUNDRY WORK, WE DO IT!

## POINT LOMA LAUNDRY

—Wet Wash, Rough Dry, Semi-Finish and Finish Work—  
Once a Customer, Always a Customer.  
LAUNDRY CALLED FOR AND DELIVERED.  
Phone, Point Loma 378.

Hay, Grain  
Wood, Coal  
Poultry, Rabbit,  
Bird Supplies and  
Remedies  
Baby Chicks  
Esco Electric  
Brooders  
Seeds, Trucking

## OCEAN BEACH Feed, Fuel, Paint and Express

EARL J. HAAS, Mgr.  
1928 BACON STREET  
Telephone: Point Loma 20-W

Sherwin-Williams  
(Paints SWP)  
Old Dutch Enamel  
Marmot, Scarnot and  
Rexpar Varnish  
Floorlac  
Brushes, Wall Paper  
Roofing

## OCEAN BEACH GARAGE

HENRY EULBERG, Proprietor

BEST EQUIPPED FOR SERVICE

### AUTOMOBILE REPAIRING

Authorized FORD and CHEVROLET Service  
4868 Newport Avenue PHONE POINT LOMA 77-W  
Two Blocks East of Dance Pavilion

Sheet Stock  
Brass  
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Aluminum  
Zinc  
Tin  
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Tubing, Brass,  
Copper

## WILEY & COBB

Sheet Metal Works

830 Seventh Street

SAN DIEGO CALIFORNIA

Residence, Ocean Beach

Phone, Point Loma 311-J

Cornice  
Skylights  
Gutters  
Leaders  
Elbows  
Heating and  
Ventilating  
Auto Bodies

## Katherine's Kollum

By MRS. KIRK SMITH

Phone, Point Loma 17.



### ENJOYABLE NOON LUNCHEON

#### AND SEWING CONTEST

Mrs. Lillian A. Klein, who is very favorably remembered as a former resident of Ocean Beach, gave a most delightful noon luncheon and sewing contest on Friday, Aug. 31, at her home, 1320 A street, San Diego. Half a hundred guests were invited and an enjoyable time was had from 10 30 in the morning until 3 o'clock in the afternoon. In the sewing contest the first prize was won by Dr. Katherine Kromer and second prize by Mrs. Eva L. Sullivan. The guests included Mrs. W. Aldrich, Mrs. George Blackburn, Miss Brose, Mrs. W. A. Chamberlain, Mrs. J. Christensen, Mrs. T. Davis, Mrs. Frazer, Mrs. Madge Gipsen, Mrs. J. A. Hyde, Mrs. M. Klammer, Dr. Katherine Holden Kromer, Mrs. Alex. Lyall, Mrs. Henry Miller, Mrs. R. P. Miller, Miss O. Mott, Miss Lou Parmelee, Mrs. Phillip Pierce, Mrs. John Rankin, Mrs. W. A. Roberts, Mrs. Arthur Reed, Mrs. H. A. Stewart, Mrs. Chas. Smith, Miss Emily Smith, Miss Kate Spani, Miss Mary Slater, Mrs. Schofield, Miss Edith Schofield, Mrs. A. C. Shepard, Mrs. Wm. Thorne, Mrs. Henry Thomsen, Miss Alice Thomsen, Mrs. E. Woodward, Miss Helen Woodward and Miss Sarah Waldo.

### GONE DEER HUNTING

O. F. Davis the well known proprietor of the magnificent Merry-Ground, and who resides at 1821 Cable street, left yesterday morning for Los Angeles and from there Mr. Davis will leave Saturday morning to go 60 miles north in the Santa Monica mountains in time for the opening of the deer season, Sunday, Sept. 16. Mr. Davis will be gone about 10 days. Here's hoping he will bring back a little deer with him.

### VISITORS FROM LONG BEACH

Mr. and Mrs. H. W. Donaldson, Jr., Mr. and Mrs. H. W. Donaldson, Jr., and Walter Pierce, all of Long Beach, spent eclipse day at the home of Mr. and Mrs. H. A. Lyman at 4921 Cape May avenue.

### NEW BOY BEACHITE

Mr. and Mrs. L. Maddox of 4811 Santa Cruz avenue are the proud parents of a bouncing nine-pound boy baby, thus making the third addition to the happy family. The sturdy little youngster arrived at the Sunshine hospital Sunday, Sept. 9. Mother and baby are doing splendidly and latest reports are that papa Maddox is resting easy. Mr. and Mrs. R. C. Burdette, loving parents of Mrs. Maddox, proclaim "the more merrier" and Miss Harriett Burdett celebrated her birthday the same day, so all's well that ends well.

Miss Harriett Burdette of 4811 Santa Cruz avenue, was in a street car accident on Voltaire street last Friday. Miss Burdette was painfully but not seriously hurt. George Spencer, stationed at the Marine Barracks, a friend of Miss Burdette who was with her at the time, had both legs slightly lacerated.

Among those who were slightly injured in the street car accident last Friday, were Mrs. Edith Harris, 5054 Brighton avenue, Miss F. Watwood, Del Monte cottage No. 11, and B. A. DePam, 4915 Muir avenue.

Mr. and Mrs. John J. Fitzpatrick have moved into their new home at 4869 Lotus street.

Mrs. Lillian A. Kline has accepted a position with the A. F. Dean millinery on Sixth street, San Diego.

Mr. and Mrs. L. A. Shaffer moved yesterday to 5019 Santa Monica avenue.

Joseph James, owner of the Ocean theater, was a beach visitor this week from his home in San Diego.

Mr. and Mrs. F. H. Kraft, the new enterprising proprietor of the O. B. Pharmacy have moved to 4955 Niagara avenue.

"Cliff" Owens and family moved yesterday to 2143 Cable street.

### IMPERIAL VALLEY VISITORS

The home of Mr. and Mrs. E. K. Burdette, 2005 Bacon street, was the scene last Tuesday evening of a very enjoyable bridge party given in honor of Mr. and Mrs. Luman G. Ferrell, of Imperial Valley, where Mr. Ferrell is a prominent rancher and Mrs. Ferrell has been assistant county superintendent of schools for some time. The other guests were Mr. and Mrs. John Webster, Mr. and Mrs. William Shaw, Mr. and Mrs. Erling Rohde, Mr. and Mrs. A. J. Hacks, Mr. and Mrs. Fred Leonard and Mr. and Mrs. H. F. Johnson.

### "ECLIPSE" PARTY HAD

#### A JOLLY GOOD TIME

A very enjoyable eclipse party was held at the home of Mr. and Mrs. R. A. Barrett, 5107 Niagara avenue, near the cliffs. Lunch was served by the ladies of the party before the big event took place, after which the smoked glasses were brought out, and observations made during the period of eclipse. A bathing party was next on the program, followed by medicine ball, hot coffee, and more eats.

Everyone thought the party a huge success, and pledged themselves to attend (if possible) the next total eclipse in Ocean Beach.

A vote of thanks for the use of their home, was sent to the Barrett's who are sojourning in Helena, Mont., for the present.

The party was made up of as follows: Mr. and Mrs. Chas. A. Franks, Mr. and Mrs. H. V. Buskirk, Mr. and Mrs. Geo. Copeland, Mrs. Byron Burk, Mrs. A. W. Kerr, Mrs. F. L. Osburne, Miss Roberta Buskirk, all of Ocean Beach, and L. Hartley, Decatur, Ill., Orville Deckard, Peoria, Illinois.

### GONE TO CHICAGO

Mrs. C. B. Hartley left Tuesday, August 11, for a two weeks' stay in San Francisco after which she will accompany Mrs. Nellie Wiser to Chicago, Ill., to spend the winter. Mrs. Hartley and Mrs. Wiser are old friends, and came to California together.

### HERE FROM HOLLYWOOD

Dr. and Mrs. Fred Howe of Hollywood, are spending several days at Ocean Beach, as the house guests of Miss Emily Newcomb, at her home 5028 Muir avenue.

Mr. and Mrs. Ferrell are delighted with Ocean Beach and are seriously considering locating here if they succeed in disposing of their extensive interests in Imperial Valley.

Mr. and Mrs. F. L. Cunningham and daughter, Grace, motored here from Los Angeles last week to spend a week with their brother, Pete Cunningham.

Mrs. R. H. Elliott of 4975 Santa Monica avenue left for Los Angeles last Monday for an indefinite stay. Her son, Lewis A. Thomas, left a week ago for Stanford University. Mrs. Elliott has rented her home to Mrs. H. M. Baumgardner and family.

Mrs. John Lynch Davis and members of her family of Pacific Beach were pleasant callers at The Beach News office this week.

### ANNOUNCEMENT

The subscription price to The Beach News is 75 cents a year anywhere in San Diego county and one dollar a year outside of the county. The paper is issued at noon every Friday and immediately placed in the mails for local and long distance distribution, besides being placed on sale at the Station Newstand, Bacon street and Niagara avenue; Froide's Photo Studio, on Newport avenue, and at the office of publication, 4829 Saratoga avenue, Ocean Beach.

#### SUBSCRIBE NOW!

Please mention The Beach News in your dealings with the patrons of our advertising columns.

"IT'S NOT FAR TO A FABER STORE"

LOS ANGELES—Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

### FIRE! FIRE!! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department  
Phone 622-44

### POLICE! POLICE!!

The Police Station is located on Abbott street, the foot of Santa Monica avenue, and the phone number is Point Loma 4.

### POSTOFFICE SCHEDULE

(H. K. Rankin, Postmaster)  
Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.

## Sunset Crest

(Highest Point of Sunset Cliffs)  
CHAS. M. WHEELER, Prop.  
Cable St. and Orchard Ave.  
Beautiful Cement Bungalows, four rooms with bath, completely furnished \$45 to \$50 and Up Per Month.  
Fireproof Garages

F. L. Russell Katherine Mader

## Beach Real Estate Co.

1885 BACON STREET  
Phone Pt. Loma 136 Ocean Beach

Phone: Point Loma 152-J

## OCEAN BEACH PLUMBING CO.

Chas. H. Peltcher, Prop.  
Repair Work, Contracting, Estimates  
5068 NIAGARA AVENUE  
Bath Tubs and Heaters, Plumbers' Supplies

Residence Phone Office Phone  
Point Loma 16 Point Loma 72-J

## DR. F. J. RATTY

PHYSICIAN and SURGEON  
Res., 4820 Cape May Avenue,  
Office, 5024 Newport Ave.

## Russell's Grocery

FORMERLY CORNER GROCERY  
Corner Bacon and Niagara Ave.,  
Ocean Beach  
WE AIM TO PLEASE YOU

## STILES

We Specialize In  
Vegetable and Flower Seeds  
Poultry and Bee Supplies.  
630 E STREET SAN DIEGO

## San Diego's All-Year-Round TOY LAND

CHILDREN'S  
OUTDOOR  
PLAYTHINGS  
Phone 625-70

## PASSMORE'S

Bird and Toy Store

1166 Sixth St. Bet. B and C

Gold Fish and Aquariums  
Bird, Dog and Cat Remedies  
St. Andreasburg Canaries.

## SAN DIEGO'S OLDEST BIRD STORE

## Kodak Finishing

Enlargements—Copy Work and Color  
GREETING CARDS  
J. P. FROIDE  
5019 Newport Avenue  
Ocean ("Keep Boosting") Beach

## C. TOWNSEND BROWN

The Best Art Service For the Money  
Commercial Designs  
Posters, Signs  
Showcards  
Birdseye Views  
5050 NIAGARA AVENUE  
Ocean Beach California

CLASSIFIED ADS  
GET QUICK RESULTS.



## OCEAN THEATRE

COMING SATURDAY  
"YOU CAN'T FOOL YOUR WIFE"

WITH  
LEATRICE JOY and  
LEWIS STONE  
Admission 15c and 20c

COMING SUNDAY  
"IS MATRIMONY A FAILURE?"  
T. Roy Barnes and Lila Lee  
Admission 15c and 20c

MONDAY  
Agnes Ayres and Richard Dix  
"RACING HEARTS"  
Admission 15c and 20c

SPECIAL  
Wednesday and Thursday  
CECIL B. De MILLES  
"ADAM'S RIB"  
With an All-Star Cast  
Admission 15c and 30c,  
Always a Good Comedy  
Come early—doors open at 7:15

BROWN'S  
SOUVENIR and STATIONERY  
STORE

Watch and Clock Repairing  
5041 Newport Ave. Ocean Beach

Phone Pt. Loma 46-J Sunset Cliffs

## Crags Apartments

Delmar Ave. 1 Block W. Paved Highway  
Two Blocks South from O. B. Car Ter.  
Every Apartment Gives Hill and Ocean  
Exposure. Complete Equipment  
Included in Rates.

T. J. ELLIS  
Painting Contractor  
Carpentering

ESTIMATES FREE  
4811 BRIGHTON AVENUE  
Box 1061 Ocean Beach, Calif.

Phone Point Loma 259-J

Edward K. Burdette  
PLUMBING

Contracting, Estimating, Jobbing  
2005 Bacon St. Ocean Beach.

DAILY TRIPS TO SAN DIEGO  
AND POINT LOMA

## REID TRANSFER

1885 Bacon Street. Ocean Beach  
FREIGHT BAGGAGE  
JOBING MOVING

## STORAGE

FEED, FUEL and HARDWARE  
Residence Phone Office Phone  
Point Loma 125-J Point Loma 136

## SUNSET GARAGE

TURNER B. KLINE  
1916 Bacon Street  
Ocean Beach, Calif.  
Phone: Point Loma 20-J

## Dr. Earl L. Chappell

## CHIROPRACTOR

Phones 663-21 San Diego, Cal.  
221 OWL DRUG BLDG.

SAN DIEGO  
Army and Navy  
Academy

Prep for College, West Point and  
Annapolis—Enjoys University of  
California's Highest Scholastic  
Rating.  
THOROUGH MILITARY INSTRUCTION  
CHRISTIAN INFLUENCES  
LAND AND AQUATIC SPORTS  
ENTIRE YEAR  
Located on Ocean  
Phone, Pacific Beach 172  
CAPT. THOMAS A. DAVIS, Pres.

The Ocean Beach  
Chamber of Commerce  
Regular Business Meeting Every  
First and Third Monday.  
F. B. HARRISON,  
Secretary.

Phone or send your orders for  
PRINTING, from the smallest card  
to a poster, to The Beach News, for  
service and satisfaction.

"Readers" Reap Rich Rewards.

CALIFORNIA  
NEWS BRIEFS

Travelers to the Yosemite for the  
first eight months of 1923 were  
115,000.

Napa county farmers are after a  
quarter-million dollar co-operative  
cannery.

The C. K. McClatchy family is now  
sole owner of the Sacramento Bee  
and Fresno Bee.

Perry Knowlton, pioneer and In-  
dian fighter died at his Marysville  
home. He was 74.

Fruit shipments from the Clovis  
region are heavy this year and are  
now at their height.

Dr. W. W. Campbell will be in-  
augurated as president of the University  
of California, October 11.

Harold E. Pomeroy, Kern county  
horticultural commissioner, has been  
reappointed for two years.

The San Mateo council, K. C., will  
confer the second and third degrees  
on a large class, Sept. 30.

The Commonwealth Trust company  
and the Bank of America at Los  
Angeles will merge Sept. 21.

W. C. Jaynes, 70, a physician,  
formerly of Alhambra, committed  
suicide on a farm near Rockford, Ill.

Two weeks ago Siskiyou county  
needed eighteen new teachers, but  
practically all schools are now sup-  
plied.

Ralph Springmeyer succeeds George  
Luhrs, resigned, as supervisor for  
Alpine county by gubernatorial ap-  
pointment.

Residents in the section served by  
the Willows-Oroville highway have  
petitioned the state commission to  
change the routing to include Four  
Corners.

Directors of the Tightner Mines  
company in Sierra county are en-  
joined from selling the remaining in-  
terests to the Alleghany Mining com-  
pany. \$100,000 was offered.

LeRoy Randolph, 28, shot and killed  
himself at Manton when his father-  
in-law, W. P. Stone, denied him ad-  
mittance to see his wife, whom he  
had abandoned a month ago.

The Mendocino County Fair and Yo-  
kava Pow Wow will be held at Ukiah,  
September 22 to 29. The Ukiah  
board of supervisors has voted  
\$1,500 for special prizes.

Application has been filed with the  
Interstate Commerce Commission by  
the S. P. Co., for permission to buy  
the 12-mile railroad from Chowchilla  
to Dairyland in Madera county.

Indictments were returned by the  
grand jury at Fresno against Charles  
Dillon, city finance commissioner, and  
Harry Erickson, city license collector,  
charging embezzlement of city funds.

Excavations for an apartment house  
foundation caused the collapse of the  
residence of Lorenzo Avenal in the  
exclusive Russian Hill district, San  
Francisco. The residence of Senator  
Johnson is endangered.

In anticipation of a large attend-  
ance at the interstate road meeting  
at Donner Lake, Sept. 15, prepara-  
tions are being made to serve at least  
1,000 at the barbecue dinner, as one  
feature of entertainment.

Fortunado Padilla, Mexican, alleged  
pyromaniac, held at Sacramento as  
responsible for the Buddhist Mission  
fire in which ten Japanese children  
were burned to death, was indicted  
by the grand jury for first degree  
murder.

Mrs. Kate Hutcheson of California  
was re-elected national president of  
the auxiliary of Veterans of Foreign  
Wars at Norfolk, Va. B. D. Shertle  
of California was elected junior-vice  
commander of the Veterans of For-  
eign Wars.

The state bonding commission cut  
\$150,000 from the amount asked for  
the Oakdale irrigation district, citing  
that the present dunes have a capac-  
ity for twice the amount of water  
now being used. The district asked  
for \$300,000.

A playful duel between two broth-  
ers armed with a cap pistol and an  
"unloaded" shotgun resulted in the  
death of Derryl Beck, 10, at the  
hands of his brother, Grant Beck, 13,  
as the children played in their home  
in Los Angeles.

The Pacific Slope Dairy Show will  
be held in the Oakland civic audi-  
torium, October 28 to November 3. A  
General committee, representing all  
the women's clubs in the East bay  
district are preparing entertainment  
for women visitors.

His will, written on a sheet of  
paper from a notebook by the late  
Robert F. Webb, secretary of the  
Tourists' League, disposes of an  
estate worth \$3,000 in nine words:  
"I leave all my possessions to my  
wife, Hazel."

Following his confession that he  
"framed" the story of his robbery at  
the cashiers window of \$5,900, Charles  
Talbot, Long Beach bank teller, was  
arrested. Murdock Kelley, oil stock  
salesman, is implicated by Talbot in  
a further confession of manipulation  
of bank funds.

Calaveras county was awarded the  
first special county exhibit for min-  
erals and mining products at the  
state fair. Placer county was sec-  
ond, Siskiyou third and Kern county  
fourth. These awards carry with  
them prizes of \$225, \$175, \$125 and  
\$75 respectively.

Mr. and Mrs. P. F. Douglas of Oak-  
land and Mr. and Mrs. R. C. Turpin  
of Headsturg received treatment at  
the Santa Rosa hospital for injuries  
sustained in an automobile wreck  
near that town which involved three  
machines, two of which were badly  
damaged in a head-on collision.

Classified Ads Get Quick Results.

## THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach  
Sections of San Diego and the  
Entire Point Loma Peninsula  
PUBLISHED EVERY FRIDAY

4829 Saratoga Avenue, Ocean Beach,  
California

Phone Point Loma 17

KIRK SMITH Editor-Owner  
KATHERINE SMITH Sec'y.-Treas.

20 7

Subscription Price, 75 cents a year.  
Outside the county, \$1.00 yearly.

IN ADVANCE

Single Copies 5 Cents  
Advertising Rates Upon Application

LOCAL READERS—Fifteen cents a  
line, averaging five words to line.  
CLASSIFIED ADS—Ten cents per  
line, averaging five words to line.

"Entered as second-class matter Decem-  
ber 1, 1922, at the Postoffice at Ocean Beach,  
California, under the Act of March 3, 1879."

FRIDAY, Sept. 14, 1923

News contributors and advertising  
patrons will please take notice that  
the forms of The Beach News close  
at noon every Thursday and will  
greatly oblige by submitting their  
favors accordingly. Write on one  
side of the paper only.

MICKIE SAYS—

IF ADVERTISING AINT  
NO GOOD, WHY ARE ALL TH'  
BIG CITY PAPERS CHUCK  
FULL O' ADS? THEM BIG  
BUSINESS MEN AINT A LOT  
OF DUMB BELLS, ARE  
THEY?



"THE PAPER LANTERN"  
WILL GLEAM NEXT WEEK

San Diego is to have a new weekly  
publication at an early date, prepara-  
tions now being under way for issu-  
ing "The Paper Lantern," an official  
school journal for the students of the  
state college. It will be edited by  
Burton McKin, a bright and rising  
star in the journalistic sky. Harry  
C. Warner is doing the linotyping  
and the Stewart Printing Co., the  
actual printing.

"IF YOU CAN'T BOOST  
KEEP YOUR MOUTH SHUT"

That's the striking motto hanging  
conspicuously in a prominent Beach  
business place. It is rather rough  
slang language all right, but some-  
times it is the most expressive, and  
is but an aftermath of that more re-  
fined request to "say nothing at all  
of a person if no good can be said."

ACTION VS. COMPLAINT.

Some people are often heard to  
complain bitterly over conditions  
that prevail in their community. But  
complaining is all that a majority  
of them ever do. Conditions are just  
what citizens make them or allow  
them to be made. Complaining does  
no good, because no attention is paid  
to it. Action would do good, because  
action produces results. People who  
are unwilling to act, should not com-  
plain.

AIN'T IT THE TRUTH

You can run your business with-  
out advertising just as you can run  
your car without gasoline—if it is  
going down hill.

YOU GOTTA KEEP RIGHT ON

One step won't take you very far,  
You've got to keep on walking;  
One word won't tell folks who you  
are,  
You've got to keep on talking;  
One inch won't make you very tall,  
You've got to keep on growing;  
One little AD won't do it all,  
You've got to keep them going.

It's Not Far to a FABER Store

## The Little Cash Grocery Faber's Cash &amp; Carry No. 3

5021 Newport Ave. Pt. Loma 129 2119 Bacon St. Phone Pt. Loma 248

## BEST GROCERIES

Anything and everything you might need for  
your table can be found at  
Reasonable Prices

## FABER'S GROCERY STORES

Where Reputation Counts

Most Inviting Assortment of Canned Goods, Choice  
Meats, Groceries and Vegetables, Always  
Fresh, Clean and Wholesome

We DELIVER FREE All Orders Over \$5.00

It's Not Far to a FABER Store

LET ME BE YOUR FAMILY DRUGGIST

## Ocean Beach Pharmacy

F. H. KRAFT, Proprietor

It is our earnest endeavor to look after the wants of our cus-  
tomers in such a way that they will be more than pleased that they  
bought all drug store goods from us.

PRESCRIPTIONS OUR SPECIALTY

We guarantee purity of drugs and materials used and absolute  
accuracy in compounding prescriptions. You get just what your  
prescription calls for.

We also carry a full line of Rubber Goods, Sick Room and  
Nursery Supplies, Toilet Articles and Druggist Sundries.

Get the Habit—Telephone Us, Point Loma 70-J—Remember,  
we are as close to you as your phone.

FREE DELIVERY Prescription service anywhere in Ocean  
Beach, Mission Beach, Pacific Beach, Loma Portal, Chatsworth, Rose-  
ville and Point Loma Peninsula.

SERVICE—QUALITY—ACCURACY

Call in to see us and get acquainted.

Opening, Saturday, September 15

## CLASSIFIED ADS

ONLY A DIME A LINE

TERMS CASH

Rates, 10 cents per line, averaging 5  
words to a line. No advertisement for  
less than 30 cents, all payable in Advance

FOR RENT—3-room furnished  
house, 4953 Saratoga Avenue.

FOR SALE—Six months old thoro-  
bred R. I. R. chickens, \$1 each; will  
sell only in dozen lots. 4829 Sara-  
toga avenue. Phone Pt. Loma 17.

FOR SALE—\$3.50 Brownie Kodak  
for \$2; small polished table, \$1.50.  
Call Sunday, 4990 Cape May Ave.

FOR SALE—Three lots, new  
house, bath, walks, 1 block from  
school and churches; \$2100; terms.  
Inquire 4850 Saratoga avenue, rear.

LIVE WIRES are wanted for a  
good paying proposition, requiring  
energy and persuasiveness. Phone  
Pt. Loma 17.

## Ocean Beach Bakery

1877 Bacon Street  
Phone your orders in early for  
FREE DELIVERY  
Rolls, Bread, Pies, Pastries  
Fresh Daily  
Phone - - Pt. Loma 72-W

## WATKINS PRODUCTS

GARDA Nail Polish and GARDA  
Face Cream gives that final touch so  
dear to the well dressed woman.

Write or call, M. R. Lyons,  
4428 Alabama St., San Diego;  
Phone Hillcrest 2169-W.

## Kil-A-Mite

POULTRY INSECTICIDE

The best and most perfect destroy-  
er of lice and mites.

Get a gallon of the Insecticide and  
rid your poultry house of the pests.

For sale by OCEAN BEACH FEED  
FUEL & EXPRESS CO., 1926 Bacon  
Street, at \$1.25 per gallon, for a few  
days.

GRANT-ERICKSON CO.  
Manufacturers and Distributors  
2354 INDIA ST. SAN DIEGO

## THE BEAD SHOP

Now Located at  
533 B Street, bet. 5th and 6th  
Opp. Commonwealth Bldg., S. D.  
BARGAINS IN BEADS

Say it with "ad" type here.

## Church News

CHRISTIAN SCIENCE SOCIETY  
1965 Abbott Street, Ocean Beach

Services are held as follows:  
Sunday morning at 11 o'clock.  
Sunday School, 9:45 a. m.  
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF  
OCEAN BEACH  
DeFoe Street at Santa Monica Ave.

Sunday—Worship and preaching  
at 11 a. m. and 7:30 p. m. Bible  
school at 9:45 a. m. Young People's  
Union at 6:30 p. m.  
Wednesday—Mid-week meeting  
for praise, prayer and conference at  
7:30 p. m. All are invited to these  
meetings.

UNION CONGREGATIONAL  
CHURCH

Rev. Frederic J. Stoetzel, Pastor  
Church school at 9:45.  
Morning worship at 11.

CATHOLIC CHURCH

(Corner DeFoe Street and Santa  
Monica Avenue)  
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30;  
Evening service, 7:30; Sunday  
school, 9:30 a. m.  
Week Days—Service at 8:00 a. m.  
At Roseville, Sundays—Service at  
10:30 a. m.; Sunday school 11:30  
a. m.

TRINITY MISSION EPISCOPAL

REV. ARTHUR C. DODD, IN  
CHARGE

Sunday school at 9:45 a. m.  
Morning service at 11.  
Sunday school and morning serv-  
ice held at 5006 Niagara avenue.

TO OUR O. B. SUBSCRIBERS

If you haven't a box at the post-  
office, ask for your copy of the  
Beach News every Friday afternoon  
just like you do your other mail,  
which arrives and is distributed at  
10:15 a. m. and 4:15 p. m.

IT PAYS TO ADVERTISE.

A duck may lay a bigger egg  
Than the helpful hen can lay,  
But when she's thru she cackles not,  
But simply walks away.

And so we scorn the silent duck,  
But the helpful hen we prize.  
This is another way to say  
It pays to ADVERTISE.

YOU'RE READING THIS. And  
so are thousands of other good peo-  
ple, who would also see YOUR busi-  
ness announcement if placed here.



## WHO INFLATED THE CURRENCY?

George E. Roberts Gives Common Sense Explanation for Currency Increase and Decrease.

### GOVERNMENT TOOK NO PART

Due to Changes in Supply, Demand and Prices of Commodities Caused by War—Federal Reserve Not to Blame.

The mistaken notion that the currency is inflated and deflated by the government in the United States from motives beyond the understanding of average people is effectually set at rest by George E. Roberts, noted banker and exponent of sound money, in an article in the Journal of the American Bankers Association.

"There has been inflation by the governments of Germany and other European countries, which have issued money for the purpose of paying their expenses," Mr. Roberts says. "The United States Government has done nothing of this kind since the Civil War."

"There is a genuine need for elasticity in the volume of currency, and for machinery to adjust it to the legitimate needs of the country. The means provided are the Federal Reserve Banks, authorized to issue currency to their member banks, either in payment of deposits or for loans."

**Side-Tracked Like Freight Cars**  
"More currency is needed in September, October, November and December than in January and February. As business slackens, currency naturally retires from circulation. Money accumulates in the member banks and they send it in to the Reserve banks, which in effect retires it, as freight cars are retired when traffic falls off."

"What caused the great inflation of credit and currency? It was due primarily to the war, which made extraordinary demands upon the industries and caused a great rise of wages and prices. It was inevitable that more credit and money would be called for to carry on business."

"The boom year of business that followed the armistice was likewise abnormal. The end of the war released a great many demands that had been held in check. The foreign demands upon us at first increased. There was a temporary stimulus, but the volume of business was abnormal and could not be sustained. Agricultural production in Europe revived, the prices of agricultural products moved back toward normal, importations from the United States fell off, prices declined, 'deflation' began."

"Some say 'inflation should not be permitted,' but if war occurs inflation is unavoidable. Recruiting armies makes a labor scarcity. Contractors bid above going wages to attract men. The war industries did the same and the peace industries raised wages to hold their men. Governments of Europe sent representatives to this country to buy food and they bid up prices on the grain exchanges. Higher levels of wages and prices meant that more credit and money was required to handle business."

**More Business, More Money**  
"The increased issues of currency was a result of allowing business to go ahead, upon the rising level of wages and prices. When a factory pay-roll doubled, twice as much currency had to be furnished for it. When cotton rose from 10 cents a pound to 30 and 40, more currency was required to handle the crop, and so all around the circle."

"Deflation did not come by an act of the government or the Federal Reserve authorities in suddenly withdrawing money from circulation. Deflation came naturally when business fell off and prices declined. Just as an increasing volume of business at higher prices called more currency into use, so a decreasing volume of business at lower prices released currency from use and caused it to return to the Reserve banks."

"There has been absolutely nothing new or strange in these price movements related to the war. Inflation and deflation have been just as always when wars have occurred. The only new factor has been the population. That is always being renewed, and most people do not learn by the experience of others. When hard times come it is always the thing to lay the blame on somebody, and this time the Federal Reserve System has taken most of it."

### AMERICAN SAVINGS INCREASE

New York.—Continued increase in the savings of the American people is indicated by the latest national compilation just completed by the Savings Bank Division of the American Bankers Association. Savings deposits in banks and trust companies of the United States were reported at \$17,300,000,000, June 30, 1922, the last available nationwide figures, as compared with \$16,620,000,000, June 30, 1921. This is an increase of \$680,000,000 or 4.1 per cent.

The number of savings depositors, as indicated by the number of accounts, shows an increase of 4.9 per cent, with the states reporting for the first time in 1922 excluded. The third annual report of the Savings Bank Division on school savings banking also shows increased American thrift, 1,271,029 pupils having savings accounts during the school year of 1921-1922 as against 802,906.

**SPEND YOUR DIMES AND DOLLARS AT HOME**

## The MISSION BEACH

\$2,000,000.00 DEVELOPMENT

Program Insures for San Diego's Finest BEACH Section a Growth and Prosperity rivaling that of Los Angeles beach cities.

**Don't Watch Mission and Ocean Beaches Grow --- Grow With Them!**

**MISSION BEACH COMPANY**  
101 Broadway, Spreckels Theatre Bldg.  
S.E. Cor. Broadway and 1st St., San Diego  
Geo. L. Barney--SALES AGENTS--T. A. Rife  
TRACT OFFICE OPEN DAILY

### NEW THE JURY

There was a man who went to a revival meeting and was asked to repent. He wavered for a time and finally arose and said "Friends, I want to repent and tell how bad I have been, but I don't do it while the jury is in session." "The Lord will forgive," the revivalist shouted. "Probably he will," answered the sinner, "but he ain't on that grand jury."

Ocean Beach needs a branch bank.

### DIVIDING THE BURDEN

"We kill our presidents with overwork and allow our vice presidents to do little or nothing," remarks a writer with brains under his hat. There is food for an encyclopedia of thought in that statement, lamentably true as it is. Some day the burdens of the presidency will be divided, and the vice president will become an important cog in the government machinery.

Put "Ocean Beach" plates on your car.



The World's Best Water Heater  
**De LUXE AUTOMATIC**  
Exterior White—Interior Right.  
Sizes to Meet Any Requirements.  
**OCEAN BEACH PLUMBING CO.**  
Chas. H. Peltcher, Proprietor.  
5068 NIAGARA AVENUE  
Phone Pt. Loma 152-J



**Maine Garage**  
Newport Avenue Ocean Beach, Calif.  
STORAGE and REPAIRS  
Phone: Point Loma 382

### Ocean Beach Lumber Company

H. H. REID & SON, Proprietors 5050 Newport Avenue  
Lumber, Cement, Roofing Paper,  
Paints, Hardware and Household Supplies  
Lumber Estimates Cheerfully Given

Dance to Music That Makes You Want to Dance  
**BENBOUGH'S**  
**Ocean Beach Dance Pavilion**  
"GARDEN OF EDEN"  
Dancing Every Night and Sunday Afternoon—Except Monday  
GOOD MUSIC! — Open All the Year — GOOD FLOOR!

### The AMERICAN LAUNDRY

Formerly Ocean Beach Laundry  
P. C. LANDGRAF and N. OLSON, Proprietors  
5036 Niagara Avenue Phone Pt. Loma 31  
Previous Patronage Respectfully Solicited  
Satisfactory Service Guaranteed to New and Old Customers

The Beach Is Growing BIGGER, BETTER AND BUSIER

## Worth Thinking About

### THE BEACH NEWS

has a Larger Circulation in the Beach and Bay districts than ALL the San Diego papers combined --- and BOOSTS for these great communities the whole year 'round!

## COOPERATIVE FARM MARKETING NOTES

Progress of the Movement to "Put Farming on Par With Other Big Business."

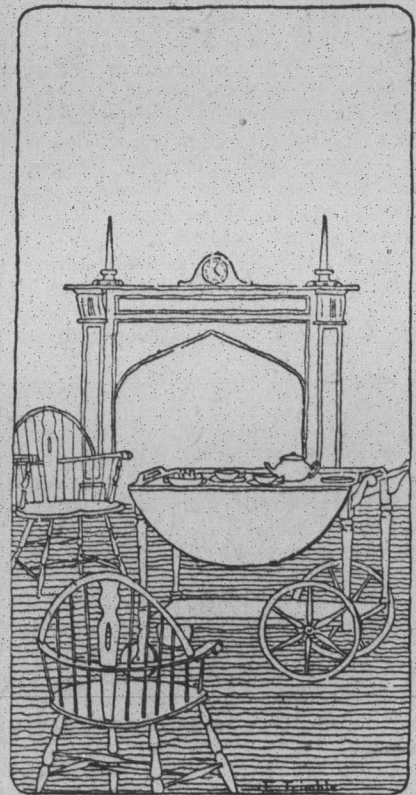
A pamphlet and questionnaire on co-operative farm marketing recently issued by the State Bank Division, American Bankers Association, has brought out valuable information on the subject from bankers, farmers and state agricultural departments. It is being used as a campaign document in the organization of co-operative marketing associations in various sections of the country, farmers having adopted its slogan: "Put Agriculture on a Par with Other Big Business."

The movement on the part of farmers toward co-operative marketing as a cure for their present economic plight is nation-wide. There has been notable progress in the development of such associations, some conspicuously successful ones being in operation at the present time. There have also been some disastrous failures among these ventures in co-operative marketing, which is the inevitable accompaniment of the progress of any movement. The "Banker-Farmer," published by the American Bankers Association, says:

"Cause and effect are operative in co-operative marketing as truly as they are in every other business enterprise. An association will not necessarily succeed or fail merely because it is a co-operative association, but because it conforms to or transgresses from the underlying principles of successful business operation. The movement itself is of great national import and the bankers of the country can materially aid or retard its progress. The responsibility of leadership in rural communities rests very largely with the country banker. It is his duty to be informed on all matters relating to the farmers' well-being."

Modern conditions are such that agriculture cannot be successful by individual effort. To regain its position as a basic industry, and as a force in national affairs, agriculture must depend upon organization and co-operation for economic production, for economic marketing and for the establishment of its proper relationship in community life. — Howard Leonard, President, Illinois Agricultural Association.

### MAY SERVE MEAL FROM TEA WAGON



The tea wagon has long been considered almost a necessity as a labor-saver in serving, but with the new drop-leaf style it may be used to serve an entire meal. In a small apartment where the living room also does service as dining room, a roomy tea wagon, such as the one illustrated, would make a dining table almost unnecessary. How delightful to have one's breakfast by a sunny window and one's dinner before a crackling wood fire by just wheeling the handy tea cart to a different part of the room.

## if it's in the line of Printing

From a Visiting Card to a Book  
We Can Satisfy You With Quality, Quantity and Service  
**JOB PRINTING DEPT.**  
**The Beach News**  
Phone Point Loma 17  
4829 Saratoga Avenue,  
Ocean Beach, California

Don't "hide your light under a bushel measure." A business card at small cost in our advertising columns will tell the world and your neighbors that you're alive!

### MISSION BEACH CAR LINE TIME SCHEDULE NO. 15

(In effect July 1, 1923).

Lv. S.D.	Lv. O. B.	Lv. M. B.
6:45 a.m.	7:20 a.m.	7:00 a.m.
7:30	8:05	7:45
9:45	10:20	10:15
10:30	11:05	10:55
11:15	11:30	11:40
12:00 noon	12:35 p.m.	12:25 p.m.
12:45 p.m.	1:20 p.m.	1:10 p.m.
1:30	2:05	1:55
2:15	2:50	2:40
3:00	3:35	3:25
4:07	4:50	4:40
4:52	5:35	5:25
5:37	6:20	6:10
6:22	7:05	6:55

(Subject to change without notice)  
Arrangements will be made for special night car service, any day of the week, for parties, by notifying office at Mission Beach Tent City.

### OCEAN BEACH BAIT HOUSE

Phone Point Loma, 6  
JACK NEUMONT, Prop.  
Fresh Bait of All Kinds  
Fishing Tackle, Boats to Let  
CIGARS, TOBACCO, SOFT DRINKS

### Harry's Place

Cor. Bacon St. and Newport Ave.  
SPLENDID CUISINE  
SATISFACTORY SERVICE  
Tables Reserved For Ladies  
Candies Cigars and Cigarettes

## Mister Advertiser:

It's a highly delightful fact that The Beach News has become a real household necessity every week-end in the homes of all the progressive people living in

OCEAN BEACH  
MISSION BEACH  
PACIFIC BEACH  
and the entire  
POINT LOMA PENINSULA

**BOOST Your Business with an "ad" in The Beach News**, telling them who and where you are, and what you have to offer for their patronage. CO-OPERATE!

### Do You Know?

that The Beach News is read **FIFTY-TWO TIMES A YEAR** by bona-fide Paid Subscribers in from one to fifteen cities in each of the following **THIRTY-THREE** States and **THREE** Foreign Countries, now listed on our Subscription Books—Open to All:

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California  
Colorado  
Connecticut  
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Massachusetts  
Mexico  
Minnesota  
Mississippi  
Missouri  
Montana  
Nebraska  
New Jersey  
New Mexico  
New York  
North Carolina  
North Dakota  
Nova Scotia  
Ohio  
Pennsylvania  
South Carolina  
South Dakota  
Texas  
Virginia  
Washington  
Wisconsin  
Wyoming

Phone to us  
Write to us  
Call to see us.  
Phone, Point Loma 17  
**THE BEACH NEWS**  
is your friend.  
Let's get neighborly!